



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
951625-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Bogdanof/R/State Senator .	BOGDANOFF FOR ST SEN	

Flight Dates	Order #	Alt Order #
09/24/12 - 09/30/12	951625	06313927

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	09/24/12	09/28/12	WPBF News 25 Mornings 6-7AM	6-7AM	MTWTF--	:30	5	\$200.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	MTWTF--	5	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	09/24/12	6:40 AM	WPBF News 25 Mornings	6-7AM	:30	BGGTV12002HD	\$200.00 NM
4	WPBF	Tu	09/25/12	6:58 AM	WPBF News 25 Mornings	6-7AM	:30	BGGTV12002HD	\$200.00 NM
1	WPBF	W	09/26/12	6:29 AM	WPBF News 25 Mornings	6-7AM	:30	BGGTV12002HD	\$200.00 NM
5	WPBF	Th	09/27/12	6:29 AM	WPBF News 25 Mornings	6-7AM	:30	BGGTV12002HD	\$200.00 NM
3	WPBF	F	09/28/12	6:26 AM	WPBF News 25 Mornings	6-7AM	:30	BGGTV12002HD	\$200.00 NM
2	09/24/12	09/28/12	Good Morning America	7-9AM	MTWTF--	:30	5	\$250.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	MTWTF--	5	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	09/24/12		Good Morning America	7-9AM	:00		\$250.00 NM
	Credited								
1	WPBF	Tu	09/25/12	8:46 AM	Good Morning America	7-9AM	:30	BGGTV12002HD	\$250.00 NM
3	WPBF	W	09/26/12	7:42 AM	Good Morning America	7-9AM	:30	BGGTV12002HD	\$250.00 NM
4	WPBF	F	09/28/12		Good Morning America	7-9AM	:00		\$250.00 NM
	Credited								
5	WPBF	F	09/28/12	8:45 AM	Good Morning America	7-9AM	:30	BGGTV12002HD	\$250.00 NM
3	09/24/12	09/27/12	The View	11A-12PM	M-WT---	:30	3	\$350.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	M-WT---	3	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12		The View	11A-12PM	:00		\$350.00 NM
	Credited								
2	WPBF	W	09/26/12		The View	11A-12PM	:00		\$350.00 NM
	Credited								
3	WPBF	Th	09/27/12	11:36 AM	The View	11A-12PM	:30	BGGTV12002HD	\$350.00 NM
4	09/25/12	09/28/12	WPBF News 25 @ Noon	12pm-1230pm	-TW-F--	:30	3	\$160.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TW-F--	3	\$160.00				

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Advertiser	Product	Estimate Number
Bogdanof/R/State Senator	BOGDANOFF FOR ST SEN	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	09/25/12	09/28/12	WPBF News 25 @ Noon	12pm-1230pm	-TW-F--	:30	3	\$160.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	09/25/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	BGGTV12002HD	\$160.00 NM
1	WPBF	W	09/26/12	12:22 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	BGGTV12002HD	\$160.00 NM
2	WPBF	F	09/28/12	12:30 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	BGGTV12002HD	\$160.00 NM
5	09/24/12	09/27/12	Dr. Oz	4-5p	M-WT---	:30	3	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	M-WT---	3	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	4:31 PM	Dr. Oz	4-5p	:30	BGGTV12002HD	\$400.00 NM
3	WPBF	W	09/26/12	4:21 PM	Dr. Oz	4-5p	:30	BGGTV12002HD	\$400.00 NM
2	WPBF	Th	09/27/12	4:56 PM	Dr. Oz	4-5p	:30	BGGTV12002HD	\$400.00 NM
6	09/24/12	09/28/12	M-F 5pm News	5-6pm	MTWTF--	:30	6	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	MTWTF--	6	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	5:14 PM	M-F 5pm News	5-6pm	:30	BGGTV12002HD	\$350.00 NM
6	WPBF	M	09/24/12	5:56 PM	M-F 5pm News	5-6pm	:30	BGGTV12002HD	\$350.00 NM
3	WPBF	Tu	09/25/12	5:42 PM	M-F 5pm News	5-6pm	:30	BGGTV12002HD	\$350.00 NM
2	WPBF	W	09/26/12	5:43 PM	M-F 5pm News	5-6pm	:30	BGGTV12002HD	\$350.00 NM
4	WPBF	Th	09/27/12	5:56 PM	M-F 5pm News	5-6pm	:30	BGGTV12002HD	\$350.00 NM
5	WPBF	F	09/28/12	5:21 PM	M-F 5pm News	5-6pm	:30	BGGTV12002HD	\$350.00 NM
7	09/25/12	09/27/12	WPBF News 25 @ 6:00P	6-6:30PM	-TWT---	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-TWT---	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	09/25/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	BGGTV12002HD	\$500.00 NM
2	WPBF	W	09/26/12	6:26 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	BGGTV12002HD	\$500.00 NM
1	WPBF	Th	09/27/12	6:27 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	BGGTV12002HD	\$500.00 NM
8	09/27/12	09/28/12	Wheel Of Fortune	7-7:30PM	---TF--	:30	2	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	---TF--	2	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	09/27/12	6:59 PM	Wheel Of Fortune	7-7:30PM	:30	BGGTV12002HD	\$750.00 NM
1	WPBF	F	09/28/12	7:08 PM	Wheel Of Fortune	7-7:30PM	:30	BGGTV12002HD	\$750.00 NM
9	09/24/12	09/26/12	Jeopardy	7:30-8PM	MTW----	:30	3	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	MTW----	3	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	7:53 PM	Jeopardy	7:30-8PM	:30	BGGTV12002HD	\$850.00 NM
3	WPBF	Tu	09/25/12	7:53 PM	Jeopardy	7:30-8PM	:30	BGGTV12002HD	\$850.00 NM
2	WPBF	W	09/26/12	7:42 PM	Jeopardy	7:30-8PM	:30	BGGTV12002HD	\$850.00 NM
10	09/24/12	09/28/12	M-SUN WPBF News 25 @ 11-11:35PM		MTWTF--	:30	5	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	MTWTF--	5	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Advertiser	Product	Estimate Number
Bogdanof/R/State Senator	BOGDANOFF FOR ST SEN	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	09/24/12	09/28/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	MTWTF--	:30	5	\$500.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WPBF	M	09/24/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	BGGTV12002HD	\$500.00 NM
1	WPBF	Tu	09/25/12	11:24 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	BGGTV12002HD	\$500.00 NM
2	WPBF	W	09/26/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	BGGTV12002HD	\$500.00 NM
4	WPBF	Th	09/27/12	11:32 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	BGGTV12002HD	\$500.00 NM
3	WPBF	F	09/28/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	BGGTV12002HD	\$500.00 NM
11	09/29/12	09/29/12	Sat Wheel Of Fortune	Sat 7-730PM	-----1-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-----1-	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/29/12	7:28 PM	Sat 7pm News	7-730pm	:30	BGGTV12002HD	\$400.00 NM
12	09/30/12	09/30/12	Sun 11:35pm Late News	1135p-12am	-----S	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-----S	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/30/12	11:55 PM	Sun 11:35pm Late News	1135p-12am	:30	BGGTV12002HD	\$275.00 NM
13	09/30/12	09/30/12	GMA Sunday 7-8am	Sun 7-8am	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-----S	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/30/12	7:30 AM	GMA Sunday 7-8am	Sun 7-8am	:30	BGGTV12002HD	\$225.00 NM
14	09/26/12	09/28/12	Dr. Oz	4-5p	--WTF--	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	--WTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/27/12	4:09 PM	Dr. Oz	4-5p	:30	BGGTV12002HD	\$400.00 NM
15	09/26/12	09/28/12	WPBF News 25 Mornings	5:30-5:57am	--WTF--	:30	2	\$150.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	--WTF--	2	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/27/12	5:30 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	BGGTV12002HD	\$150.00 NM
2	WPBF	F	09/28/12	5:44 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	BGGTV12002HD	\$150.00 NM

Total Spots 40

Payment Terms 30 Days

<u>Gross Total</u>	\$15,530.00
<u>Agency Commission</u>	\$2,329.50
<u>Net Amount Due</u>	\$13,200.50